

## CURRICULUM VITAE

FLORENCE MARTIN  
Instructional Systems Technology  
Department of Educational Leadership  
University of North Carolina at Charlotte  
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Charlotte, NC 28223  
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<http://www.florencemartin.net>

### EDUCATION AND PROFESSIONAL CREDENTIALS

Ph.D.	2005	Arizona State University	Educational Technology
M.Ed.	2003	Arizona State University	Educational Technology
B.E.	2000	Bharathiar University (India)	Electronics and Communication Engineering

#### Licenses

M-Level (077) 2009- NC Department of Public Instruction Instructional Technology Specialist License

### PROFESSIONAL EXPERIENCE

2014-Present Associate Professor and Program Director (Instructional Systems Technology)  
College of Education, University of North Carolina at Charlotte

Develop and teach courses in Instructional Systems Technology graduate program in asynchronously online format. Serve as Program Director of the Instructional Systems Technology Masters and Certificate program chairing admissions, recruitment, and evaluation committees. Advise instructional technology graduate students. Maintain active research agenda and scholarly publications. Chair internships and capstone projects. Participate in professional, university, college, school, and programmatic related service

2012-2014 Associate Professor and Program Coordinator (Instructional Technology)  
Watson College of Education, University of North Carolina Wilmington

Develop and teach courses in Instructional Technology graduate program in blended and online format. Serve as Program Coordinator of the Instructional Technology Masters and Certificate program chairing admissions, recruitment, evaluation, and comprehensive exam committees for the instructional technology program. Supervise thesis and design and development research capstone projects. Serve on dissertation, thesis, design and development research project committees. Advise instructional technology graduate students. Teach undergraduate instructional technology courses for preservice teachers in blended and on-line formats.

2007-2012 Assistant Professor (Instructional Technology)  
Watson College of Education, University of North Carolina Wilmington

Develop and teach courses in Instructional Technology graduate program in blended and online format. Supervise thesis and design and development research capstone projects. Serve on dissertation, thesis, design and development research project committees.

Advise instructional technology graduate students. Teach undergraduate instructional technology courses for preservice teachers in blended and on-line formats.

2012-2014      Contributing Faculty (Part-Time)  
Riley College of Education and Leadership, Walden University

Teach asynchronously online graduate and undergraduate courses in Instructional Technology (MSIDT and BSIDT) program.

2013-2014      Teaching Assistant Professor (Part-Time)  
College of Education, North Carolina State University

Teach asynchronously online graduate course ECI 716 (Design and Evaluation of Instructional Materials) in Instructional Technology program.

2004-2005      Graduate Assistant, Applied Learning Technologies Institute  
University Technology Office, Arizona State University

Provided ongoing assistance to faculty and instructors who incorporated technology into their work to enhance learning and developed online tutorials for students and instructors on different features of the Blackboard.

2002-2005      Graduate Teaching Assistant  
Mary Lou Fulton College of Education, Arizona State University

Taught 16 sections of Computer Literacy (EDT 321) course and 3 sections of Computer Applications (EDT 323) where students were given a solid introduction to computers and software applications. Coordinated the 20 sections of the undergraduate computer literacy courses, scheduled the computer literacy classes, developed the instructional material during the Fall 2005 semester. Co-taught web design with a pre-service teacher to all grade levels (K-12) for the Connexiones Summer Program (Summer 2004).

2003              Instructional Design Intern  
Cisco Learning Institute, Phoenix, AZ

Designed (Task Analyzed /Storyboarded) and developed training courses through CLI Virtuoso e-learning platform of CLI

2000-2001      Network Engineer  
Dishnet DSL, Chennai, India  
LAN/WAN Maintenance, Trouble Shoot and Configure Network Devices.

## **TEACHING/CURRICULUM DEVELOPMENT**

### **Courses taught**

*University of North Carolina at Charlotte*

EIST 6110: Instructional Design (Spring 2015)

EIST 6120: Trends in Instructional Systems Technology (Fall 2014, Summer 2015, Summer 2016)

EIST 6130: Instructional Multimedia Development (Fall 2014, 2015)

EIST 6150: Design, Development and Evaluation of Online Learning (Spring 2015, 2016)

EIST 6170: Human Performance Technology (Fall 2015, Fall 2016)

EIST 6491: Internship in Instructional Systems Technology (Summer 2016)  
EIST 6492: Capstone project in Instructional Systems Technology (Summer 2015, Spring 2016)  
EIST 6800: Individual Study in Instructional Systems Technology (Fall 2015, Spring 2015)  
EIST 8120: Trends in Instructional Systems Technology (Summer 2016)  
EIST 8150: Design, Development and Evaluation of Online Learning (Spring 2015, Spring 2016)  
EIST 8170: Human Performance Technology (Fall 2016)

*University of North Carolina Wilmington*

MIT 511: Multimedia Design and Development  
MIT 513: Computer-Based Instruction  
MIT 540: Colloquium I  
MIT 541: Colloquium II  
MIT 502: Systematic Approach to Performance Improvement  
MIT 530: Evaluation and Change Management  
MIT 510: Design and Development of Instructional Technology  
EDN 303: Instructional Technology  
MIT 595: Design and Development of Mobile Learning  
MIT 598: Design and Development Research Project  
MIT 598: Portfolio  
MIT 598: Thesis  
EDL 695: Instructional Deliveries  
EDL 699: Dissertation

*Arizona State University, Tempe, AZ*

EDT 321: Computer Literacy  
EDT 323: Computer Applications

*North Carolina State University, Raleigh, NC*

ECI 716: Design and Evaluation of Instructional Materials

*Walden University*

EIDT 6501: Training and Development  
EIDT 6135: Distance Learning  
EIDT 6100: Instructional Design  
EIDT 6110: Advanced Instructional Design  
EIDT 6130: Program Evaluation

**Course and curriculum development**

*UNC Charlotte*

Led development of Instructional Systems Technology curriculum updates in Fall 2014 proposing courses for the Training development concentration and proposing a new concentration in Online Learning and Teaching (Fall 2014).

Designed and received Quality Matters Certification on five courses: EIST 6110, 6120, 6130, 6150 and 6170.

*UNC Wilmington*

Established a new Online Teaching and Learning Certificate in Fall 2013.

## **Advising/student-directed scholarship**

### Chair, Capstone Projects

- Staab, M. (2016).* Chromebook Orientation for Elementary Teachers.  
*Redmond, T. (2016).* Digital Citizenship in Middle Grades.  
*Robinson, S. (2016).* Understanding and Avoiding Plagiarism.  
*Mestre, T. (2016).* Competently Ready to Work  
*Shortt, B. (2016).* Data Driven Instruction in Science and Social Studies.  
*Ramsey, H. (2016).* Technology Tools for Authentic Literacy Instruction in Charlotte-Mecklenburg Schools  
*DonForsythe, J. (2015).* Designing Learning Systems with Simulation and Game Course Design.  
*Swann, L. (2015).* Tortel Learning Management System Training at YMCA  
*Stanley, M. (2015).* Planning for integration of Technology at Pioneer Springs Community School.  
*Gildharry, M. (2015).* Developing Literacy Skills using Chromebooks.

### Chair, Dissertation

- Simmons, B. (2014).* Perceived Implementation Barriers of a one-to-one Initiative in a Large Urban School District

### Chair, Design and Development Research Projects

- Shear, R. (2013).* Implementing a 1:1 Laptop Environment in an Elementary School  
*Benton, A. (2013).* Development of Computer Based Instruction to Teach Inferential Statistics.  
*Webb, M. (2013).* Developing Training Solutions for Clinical Employees  
*Robinson, R. (2013).* Memoir Writing Instruction in an Asynchronous Format  
*Boninti, C. (2012).* Usability Evaluation of Rapid Elearning Tools  
*Key, S. (2012).* Evaluation of Online Foreign Language Courses  
*Bennett, T. (2011).* Use of Apple iPads in Middle Grade Math Class

### Chair, Thesis

- Gillispie, L. (2008).* Effects of the Dimension-M 3D Video Gaming Experience on Middle School Student Achievement and Attitude in Mathematics

## **RESEARCH**

### **Publications** (\*data-driven)

#### *Book Chapters*

- Martin, F. & Kumar, S. (In press). Frameworks for Assessing and evaluating e-learning courses and programs. In Piña, A.A., Walker, V., Harris, B.R. (Eds). *What the e-Learning Leader Needs to Know: Leading and Managing e-Learning.* Springer.
- Martin, F. (2015). Elearning design: From instructional events to elements. In Khan, B. & Ally, M. (Eds). *The International Handbook of E-learning Volume 1* (pp.153-170). New York, NY: Routledge.
- \*Bennett, T. & Martin, F. (2013). Use of Ipads in the K-6 Math and Science classroom. In Ritzhaupt, A. and Kumar.S. (Eds) *Cases on Educational Technology Implementation for Facilitating Learning*, (pp.177-192). Hershey, PA: IGI Global.
- Martin, F. & Parker, M. (2011). Virtual training at an Indian call center. In Edmundson, A. (Ed.) *Cases on Globalized and Culturally Appropriate E-Learning: Challenges and Solutions.* (pp. 90-92). Hershey, PA: IGI Global.

Martin, F., Parker, M.A., & Ndoye, A. (2011). Measuring success in a virtual classroom. In Eom, S.B. & Arbaugh, J.B. (Ed.) *Student Satisfaction and Learning Outcomes in E-Learning: An Introduction to Empirical Research*. (pp. 246-263). Hershey, PA: IGI Global.

Tutty, J. & Martin, F. (2009). User generated design: Teaching and learning with web2.0. In Kidd, T. & Chen, I. (Ed.) *Wired for Learning: An Educators Guide to Web 2.0*. (pp. 43-57). Charlotte, NC: Information Age Publishing

*Articles in refereed journals*

Martin, F., Ahlgrim-Delzell, L., Budhrani, K. (In press). Two Decades (1995 to 2014) of Systematic Review of Research on Synchronous Online Learning. *American Journal of Distance Education*.

Martin, F., Polly, B., (In press). Global Standards for Enhancing Quality in Online Learning. *Quarterly Review of Distance Education*.

\*Martin, F., Ndoye, A., & Wilkins, P. (2016). Using Learning Analytics to Enhance Student Learning in Online Courses Based on Quality Matters Standards. *Journal of Educational Technology Systems*, 45(2), 165-187.

\*Simmons, B., & Martin, F. (2016). Perceived implementation barriers of a one-to-one computing initiative in a large urban school district: A Qualitative Approach, *iManagers Journal of Educational Technology*, 11(4), 26-38

\*Martin, F., & Ndoye, A. (2016). Using Learning Analytics to Assess Student Learning in Online Courses. *Journal of University Teaching & Learning Practice*, 13(3), 1-20.

\*Martin, F., & Ertzberger, J. (2016). Effects of reflection type in the here and now mobile learning environment. *British Journal of Educational Technology*, 47(5), 932-944

\*Martin, F., & Ertzberger, J. (2016). Use of Fitness Bands by teachers in the classrooms. *Tech Trends*, 60(4), 392-397

\*Martin, F., & Whitmer, J. (2016). Applying learning analytics to investigate timed release in online learning. *Technology, Knowledge and Learning*. (21), 59-74.

\*Robinson, R., & Martin, F. (2015). Memoir writing instruction in an asynchronous format: A design and development research project. *Journal of Applied Instructional Design*, 5(1), 5-21

\*Martin, F., & Carr, M. (2015). An exploratory study on K-12 teachers' use of technology and multimedia in the classroom, *iManagers Journal of Educational Technology*, 12(1), 7-14

\*Tutty, J. & Martin, F. (2014). Effects of practice type in the here and now mobile learning Environment. *iManagers Journal of Educational Technology*, 11(2), 17-27.

\*Martin, F. & Parker, M.A. (2014). Use of synchronous virtual classrooms: Why, who and how? *MERLOT Journal of Online Learning and Teaching*, 10(2), 192-210.

\*Ritzhaupt, A. D. & Martin, F. (2014). Development and validation of the educational technologist multimedia competencies survey. *Educational Technology Research and Development*, 62(1), 13-33

\*Martin, F., Hoskins, O.J., Brooks, R., Bennett, T. (2013). Development of an interactive multimedia instructional module. *Journal of Applied Instructional Design*, 3(3), 5-17

\*Pastore, R. & Martin, F. (2013). Designing and developing mobile based instruction: A designers Perspective. *Design and Technology Education*, 18(3), 61-72

\*Martin, F., & Ertzberger, J. (2013). Here and now mobile learning: An experimental study on the use of mobile technology. *Computers & Education*, 68, 76-85

- \*Martin, F., Parker, M. & Allred, B. (2013). A case study on the adoption and use of synchronous virtual classrooms. *Electronic journal of E-learning*, 11(2), 124 - 128
- Martin, F., Pastore, R., Snider, J. (2012). Developing mobile based instruction, *Tech Trends*, 56(3), 46-51
- \*Martin, F., Parker, M. A., Deale, D. (2012). Examining the interactivity of synchronous virtual classrooms. *International Review of Research in Open and Distributed Learning*, 13(3), 227-260
- \*Martin, F. (2011). Instructional design process and the importance of Instructional alignment. *Community College Journal of Research and Practice*, 35(12), 955-972
- \*Roughton, C., Martin, F., Warren, J., & Gritmon, C. (2011). Challenges in synchronous virtual classrooms adoption by faculty. *International Journal of Instructional Technology and Distance Learning*, 8(2), 45 – 54
- \*Ritzhaupt, A., Martin, F., & Daniels, K., (2010). Multimedia competencies for educational technologist. A survey of professionals and job announcement analysis. *Journal of Educational Multimedia and Hypermedia*, 19(4), 421-449
- \*Parker, M., & Martin, F. (2010). Using virtual classrooms: Student perceptions of features and characteristics in an online and a blended Course. *Journal of Online Learning and Teaching*, 6(1), 135-147
- \*Parker, M.A., Grace, E.R., & Martin, F. (2010). Do you teach in a virtual classroom? Measuring student's perceptions of the features and characteristics. *International Journal of Instructional Technology and Distance Learning*, 7(12), 17-28
- \*Gillispie, L., Martin, F. & Parker, M., (2010). Effects of a 3-D video game on middle school student achievement and attitude in mathematics. *Electronic Journal of Mathematics and Technology*, 4(1), 68-80
- \*Martin, F., Tutty, J., & Su, Y. (2009). Influence of learning management system self-efficacy on e-learning performance. *Journal on School Educational Technology*, 5(3), 26-35.
- Martin, F., Spalter, A., Friesen, O., & Gibson, J. (2008). An approach to developing digital visual literacy (DVL). *College and University Media Review*. 14, 117-143
- \*Martin, F. (2008). Effects of practice in a linear and non-linear web-based learning environment. *Educational Technology and Society*, 11(4), 18-23
- \*Martin, F. (2008). Blackboard as the learning management system in a computer literacy course. *Journal of Online Learning and Teaching*. 4(2), 138-145
- \*Martin, F., & Klein, J. (2008). Effects of objectives, practice, and review in multimedia instruction. *Journal of Educational Multimedia and Hypermedia*, 17(2), 171-189.
- \*Martin, F., & Dunsworth, Q (2007). A methodical formative evaluation of computer literacy course: What and how to teach? *Journal of Information Technology Education*, 6, 123-134.
- \*Martin, F., Klein, J. D. & Sullivan, H. (2007). The impact of instructional elements in computer-based instruction. *British Journal of Educational Technology*, 38 (4), 623 – 636

*Articles in non-refereed journals*

- Martin, F. (In press). Human performance technology in the training and development concentration at UNC Charlotte's instructional system technology program. *Performance Improvement*.
- Hayes, R., Godwin, C., Butts, D., & Martin, F. (2015). The HPT model applied to a boutique style online retail store. *Performance Improvement*, 54 (7), 26-33

- Boykin, J., Leitheiser, J., & Martin, F. (2015). The HPT model applied to a yoga studio's performance. *Performance Improvement*, 54(1), 28-38
- Wells, N., Stanley, A., & Martin, F. (2014). The human performance technology (HPT) model applied to a university library's work efficiency. *Performance Improvement*, 53(3), 14-21
- Bobbert, D., Robinson, M. and Martin, F. (2012), The ISPI HPT model applied to a university television broadcast system upgrade. *Performance. Improvement.*, 51(4), 28-38
- Snider, J. & Martin, F. (2012). Evaluating web usability. *Performance Improvement*. 51(3), 30-40
- \*Martin, F., Brooks, R., Gayford, M., Hall, H., & Whitfield, K. (2011). Evaluating reactions and transfer of skills from blackboard training. *Performance Improvement*, 50(1), 26-33
- \*Gillispie, L., Parker, M., & Martin, F. (2010). Game play is important for learning. *Learning and Leading with Technology*, Aug, 28-30.
- Martin, F., Hall, H., Blakely, A., Gayford, M., & Gunter, E. (2009). The HPT model applied to a kayak company's registration process. *Performance Improvement Journal*, 48(3), 26 – 35
- Martin, F. (2008). A performance technologist's approach to process performance improvement. *Performance Improvement*, 47(2), 30-40
- \*Klein, J. D., Martin, F., Tutty, J., & Su, Y. (2005). Teaching publications to instructional design & technology students. *Educational Technology*, 45(4), 29-33.

#### *Other Publications*

- Martin, F. & Noonan, D. (2010, July). Synchronous technologies for online teaching. Proceeding of the International Conference on Technology for Education, Mumbai, India.
- \*Parker, M.A. & Martin, F. (2010, July). Synchronous virtual classrooms: Student perceptions from an online and blended education course. Proceeding of the International Conference on Technology for Education, Mumbai, India.
- Martin, F. (2010, July). Best practices for teaching in a synchronous virtual classroom. Proceeding of the International Conference on Technology for Education, Mumbai, India.
- \*Tutty, J. & Martin, F. (2009, October). Examining the foundations of educational technology course in 2009. Proceedings of the Association of Educational Communications and Technology Conference, Louisville, KY.
- \*Martin, F. & Winzeler, B. (2008, March). Multimedia competencies for instructional technologists. Proceeding of the UNC Teaching and Learning with Technology Conference, Raleigh, NC
- \*Martin, F. & Tutty, J. (2008, February). Learning management system self-efficacy of online and hybrid learners. Proceeding of the New Learning Technologies Conference, SALT, Orlando, FL.
- \*Martin, F. & Tutty, J. (2007, October ). Effect of practice in a linear and non-linear web-based learning environment. Proceeding of Association for Educational Communications and Technology conference, Anaheim, CA.
- \*Martin, F., Klein, J. & Sullivan, H. (2004, October). Effects of instructional events in computer based instruction. Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.
- \*Klein, J., Martin, F., Tutty, J., & Su, Y. (2004, October). How do we teach research to instructional design and technology students? Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.

- \*Zhang, G, Martin, F. & Igoe, A. (2004, October). Teaching computer skills to beginners: What and how? Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.
- Hancock-Niemic, M., Llama, G., Mansfield, J., Martin, F. & Klein, J. (2004, October). Using human performance technology to identify potential barriers to online high school course development. Proceeding of Association for Educational Communications and Technology conference, Chicago, IL.
- Martin, F., Klein, J., & Igoe, A. (2003, November). Teaching instructional media design: A needs assessment report. Proceeding of E-learn 2003, Phoenix, AZ.

**Conference Presentations** (\*data-driven; #refereed)

*National/International Presentations*

- #Martin, F., Kumar, S. (2016, November). Frameworks and Quality Indicators for assessing and evaluating e-Learning programs Paper presented at Online Learning Consortium Accelerate, Orlando, FL.
- \*# Martin, F., Ahlgrim-Delzell, L., Budhrani, K. (2016, November). A Systematic Review of Synchronous Online Learning Research from Two Decades 1995-2014. Paper presented at Online Learning Consortium Accelerate, Orlando, FL.
- \*# Martin, F., Ritzhaupt, A., Budhrani, K., & Kumar, K. (2016, October). Competencies for effective online instructors: A mixed method approach. Paper presented at Association for Educational Communications and Technology Conference, Las Vegas, NV
- \*# Bolliger, D., Kumar, K., Martin, F., & Sadaf, A. (2016, October). Engagement Matters: Ways to Enhance Interaction and Engagement in Online Learning. Paper presented at Association for Educational Communications and Technology Conference, Las Vegas, NV\*# Martin, F. & Ertzberger, G. (2015, November).  
Reflecting with a virtual expert in the here and now mobile learning environment. Paper presented at Association for Educational Communications and Technology Conference, Indianapolis, IN.
- \*# Martin, F. & Wilkins, P. (2015, November). Using learning analytics from Moodle to enhance student learning and engagement in online courses. Paper presented at Association for Educational Communications and Technology Conference, Indianapolis, IN.
- \*# Martin, F. (2015, October). Assessing student learning in online courses using learning analytics. Paper presented at Online Learning Consortium, Orlando, FL
- \*# Martin, F. & Wilkins, P. (2015, October). Enhancing student learning and engagement in online courses by using learning analytics data. Paper presented at Online Learning Consortium, Orlando, FL
- \*# Martin, F. & Wilkins, P. (2015, August). Using learning analytics to enhance online learning. Paper presented at Distance Teaching and Learning Conference, Madison, WI.
- \*# Martin, F. & Ertzberger, G. (2015, April). Effects of reflection type in here and now mobile learning. Paper presented at American Educational Research Association, Chicago, IL.
- #Curry, M., Martin, F., Betrus, A., & Ziaee, Y. (2014, November). More free/inexpensive alternatives in multimedia production. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Sugar, B., Brown, A., Daniels, L., Hoard, B., Martin, F., Ritzhaupt, A. (2014, November). Comparison



and analysis of existing multimedia production competencies studies: Implications and next steps. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.

- #Oyarzun, B., Martin, F., Pastore, R., Anderson, S., Maddrell, J., Adcock, A. (2014, November). Multi-modal course delivery: Combining face-to-face and online students together. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.
- #Hayes, R., Martin, F. (2014, November). Using iBook author to design an eBook applying text design principles. Paper presented at Association for Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Tutty, J. I. & Martin, F. (2013, November). Effects of self-regulatory status and practice type on student performance in the mobile learning environment. Paper presented at 19th Annual Sloan Consortium International Conference on Online Learning, Orlando, FL.
- \*#Martin, F. & Whitmer, J., (2013, October). Using learning analytics to predict student success in online learning. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- \*#Ritzhaupt, A. & Martin, F. (2013, October). Development and validation of the educational technologist multimedia competencies survey. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Curry, J., Betrus, A. & Martin, F. (2013, October). Development on the cheap: Free/inexpensive alternatives in multimedia production. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- \*#Martin, F. (2013, August). Using learning analytics to predict student success in online learning, Education Informatics, Mysore, India
- \*#Ritzhaupt, A. D. & Martin, F. (2013, April). Development and validation of the educational technologist multimedia competencies survey. Paper presented at the American Educational Research Association, San Francisco, CA.
- #Martin, F. & Bobbert, C. (2012, October). Developing mobile instructional content using lectora inspire. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Webb, M. & Martin, F. (2012, October). Using articulate to create an elearning module for health care. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Grant, M. & Martin, F. (2012, October). Mobile computing devices and applications for teaching and learning. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- \*#Pastore, R. & Martin, F. (2012, October). Student perceptions on designing for the mobile web. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Martin, F., Curry, J., Ritzhaupt, A., Warren, S., & Watson, G. (2012, October). Multimedia development tools: What are we teaching? Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Martin, F. (2012, June). Design challenges in MLearning. Paper presented at MLearn, San Jose, CA
- #Martin, F. (2012, June). Design and usability factors for developing. Paper presented at MLearn, San Jose, CA
- \*#Moallem, M., Pastore, R., Martin, F. (2012, April). Interaction in online learning: A comparative study

- on the impact of communication tools on student learning, Motivation, self-regulation, and satisfaction. Paper presented at American Educational Research Association, Vancouver, Canada.
- \*#Pastore, R., Moallem, M., & Martin, F. (2011, November). The Impact of various communication tools on interaction in online learning: A comparative study. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Martin, F. & Pastore, R. (2011, November). Developing mobile learning for IPOD touches. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Roughton, C., Martin, F., Warren, J., & Gritmon, C. (2011, November). What challenges do faculty face in adopting synchronous virtual classroom? Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Snider, J. & Martin, F. (2011, November). Using the ISPI human performance technology model to evaluate web usability. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- \*#Hoskins, O.J., Martin, F., Brooks, R. & Bennett, T. (2011, November). >Development of an interactive multimedia instructional module: Walking tour of historic downtown Wilmington. Paper presented at Association of Educational Communications and Technology Conference, Jacksonville, FL.
- #Moallem, M., Martin, F., Pastore, R. (2011, October). Potential of new video conferencing tools for bringing distance & online learners to the face-to-face classrooms: Bridging physical separation. Paper accepted to be presented at Elearn, Hawaii
- \*#Moallem, M., Pastore, R., and Martin, F. (2011, October). A comparative study on the impact of various communication tools on student learning, Motivation, self-regulation, and satisfaction. Paper presented at Elearn, Hawaii
- #Daniels H. L., Sugar, W., Bishop, M. J., Brown, Lee Daniels, Green, T., Martin, F. & Ritzhaupt, R. (2011, March). Multimedia production curricula: Identifying essential competencies and skills. Paper presented at the annual international conference of the Society for Information Technology in Education , Nashville, TN
- #Bishop, M.J, Brown, A., Daniels, L., Green, T., Martin, F., Ritzhaupt, A. and Sugar, B. (2010, October). Teaching multimedia production curricula effectively: Identifying essential competencies and skills of instructional design and technology professionals. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Martin, F. (2010, October). Best practices for teaching in a synchronous virtual classroom. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- \*#Martin, F. & Parker, M.A, & Allred, B. (2010, October). Adoption of virtual classrooms for online courses in higher education. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Martin, F. & Noonan, D. (2010, October). Interactive technologies for synchronous online teaching. Paper presented at Association of Educational Communications and Technology Conference, Anaheim, CA.
- #Martin, F. & Noonan, D. (2010, July). Synchronous technologies for online teaching. Paper presented at the International Conference on Technology for Education, Mumbai, India.
- \*#Parker, M.A., & Martin, F. (2010, July). Synchronous virtual classrooms: Student perceptions from an online and blended education course. . Paper Presented at the International Conference on Technology for Education, Mumbai, India.
- #Martin, F. (2010, July). Best practices for teaching in a synchronous virtual classroom. Paper Presented

at the International Conference on Technology for Education, Mumbai, India.

- \*#Martin, F. & Ritzhaupt, A. (2009, October). Multimedia competencies for instructional technologist: A 2009 needs assessment. Paper Presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- \*#Martin, F., Tutty, J., & Su, Y. (2009, October). Measuring learning management system self-efficacy. Paper Presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- \*#Parker, M. A., Martin, F. & Allred, S. E., (2009, October). The effect of faculty and student personality type on perceptions of learning through virtual classrooms. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY
- \*#Tutty, J., & Martin, F. (2009, October). Examining the foundations of educational technology course in 2009. Paper presented at Association of Educational Communications and Technology Conference, Louisville, KY.
- #Martin, F., Parker, M., Reid-Griffin, A., Allred, B. & Ndoye, A. (2009, March). Efolio technologies for digital students. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- #Martin, F., & Gillispie, L. (2009, March). Multimedia tools (proprietary, open source and freeware) for developers. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- \*#Gillispie, L., Martin, F. & Parker, M. (2009, March). Effects of the dimension-M 3D video gaming experience on middle school student achievement and attitude in mathematics. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- #Parker, M., Allred, A., Martin, F., Ndoye, A. & Reid-Griffin, A. (2009, March). Aligning Nets-T standards (NETS-T 2008) with technology products. Paper presented at Society for Information Technology and Teacher Education Conference, Charleston, SC.
- #Tutty, J. & Martin, F. (2008, November). Learner as the designer: An instructional design and learning model for web 2.0. Paper presented at Association of Educational Communications and Technology, Orlando, FL
- #Gibson, J. & Martin, F. (2008, October) Digital visual literacy; Vital skills for interdisciplinary workforce. Paper presented at Educause Conference, Orlando, FL
- \*#Martin, F. (2008, October). What do we want our students to tell us in the evaluations? Paper presented at CREATE's National Evaluation Institute Conference, Wilmington, NC
- \*#Friesen, O., Martin, F., Gibson, J. (2008, April). Digital visual literacy for information technology workforce curricula. Paper presented at TechEd 2008, Ontario, CA.
- \*#Brooks, J., Gibson, J., Friesen, O., & Martin, F. (2008, March). Digital visual literacy: Vital IT skills for the education workforce. Paper presented at Society for Information Technology and Teacher Education, Las Vegas, NV
- \*#Martin, F. & Tutty, J. (2008, February). Learning management system self-efficacy of online and hybrid learners. Paper presented at the New Learning Technologies Conference, SALT, Orlando, FL.
- \*#Martin, F. & Gibson, J.. (2008, February). Digital visual literacy for global inter-disciplinary curricula. Paper presented at 2008 World Congress and International Association of Colleges Conference, NY.
- \*#Martin, F. & Friesen, O. (2007, October). Effectiveness of digital visual literacy in computer literacy Curriculum. Paper presented at National Science Foundation, ATE conference, Washington D.C.
- \*#Martin, F. & Tutty, J. (2007, October). Effect of practice in a linear and non-linear web-based learning

environment. Paper presented at Association for Educational Communications and Technology conference, Anaheim, CA

- \*#Martin, F., & Klein, J. (2005, October). Effects of instructional elements in computer based Instruction. Paper presented at Association for Educational Communications and Technology conference, Orlando, FL.
- \*#Martin, F., Klein, J. & Sullivan, H. (2004, October). Effects of instructional events in computer based instruction. Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.
- \*#Klein, J., Martin, F., Tutty, J., & Su, Y. (2004, October). How do we teach research to instructional design and technology students? Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.
- \*#Martin, F. & Igoe, A. (2004, October). Teaching computer skills to beginners: What and how? Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.
- \*#Hancock-Niemic, M., Llama, G., Mansfield, J., Martin, F., & Klein, J. (2004, October). Using human performance technology to identify potential barriers to online high school course development. Paper presented at Association for Educational Communications and Technology conference, Chicago, IL.
- \*#Martin, F., Klein, J., & Igoe, A. (2003, November). Teaching instructional media design: A needs assessment report. Paper presented at E-learn 2003, Phoenix, AZ.
- #Bevell, L., Martin, F., Ozgul, G., Su, Y., & Zhang, G. (2003, October). New technologies, new ideas, new media selection models? Paper presented at Association for Educational Communications and Technology conference, Anaheim, CA.

*State/Regional Presentations*

- Martin, F. (2015, March). Using emerging instructional technologies to enhance clinical training. Paper presented at medical device clinical training & education conference, Charlotte, NC
- \*#Galbraith, J., Martin, F., Irvin, E., Gonzalez, P. (2015, February). Blended delivery format for introductory language courses at the university level. Paper presented at Foreign Language Association of North Carolina Conference, Wilmington, NC
- \*#Martin, F. & Whitmer, J., (2013, October). Using learning analytics to study adaptive learning. Paper presented at Global Learning Technologies Conference, Wilmington, NC.
- \*#Martin, F. & Parker, M.A. (2013, February). Use of synchronous virtual classrooms. Why, who and how? Paper presented at North Carolina Association for Research in Education, Wilmington, NC.
- \*#Martin, F. & Ertzberger, J. (2013, February). Here and now mobile learning. An experimental study on the use of mobile technology. Paper presented at North Carolina Association for Research in Education, Wilmington, NC.
- \*#Moallem, M., Pastore, R., Martin, F. (2012, July). . Impact of interaction in online learning. Paper presented at Global Learning Technologies Conference, Wilmington, NC
- #Martin, F. (2012, July). Multimedia tools (proprietary, open Source and freeware) for designing. Paper presented at Global Learning Technologies Conference, Wilmington, NC.
- Martin, F. & Brown, B. (2012, April). Media literacy for global interdisciplinary curricula. Paper presented at Sister Cities of Wilmington Conference, Wilmington, NC.
- \*#Parker, M. A. & Martin, F. (2012, April). A review of research methodologies in studies on

synchronous online learning in higher education, Eastern Educational Research Association, Hilton Head, SC.

Gibson, J, Friesen, O. & Martin, F. (2008, July) Digital visual literacy; Vital skills for interdisciplinary CTE curricula. Paper presented at AZTEC CTE Conference, Tucson, Arizona

Friesen, O., Martin, F., Gibson, J. (2008, March). Digital visual literacy: Vital skills for IT curricula. Presented at Microcomputers in Education, Tempe, AZ.

\*#Martin, F. & Winzeler, B. (2008, March). Multimedia competencies for instructional technologists. Paper presented at the UNC Teaching and Learning with Technology Conference, Raleigh, NC

\*#Martin, F. & Tutty, J. (2008, March). Learning management system self-efficacy of online and hybrid learners using LMS self-efficacy scale. Paper presented at the UNC Teaching and Learning with Technology Conference, Raleigh, NC

## Grants

### *National grants*

Lipford, H., Martin, F., & Rorrer, A., (2015-2017). [Co-Principal Investigator]. *Creating a Usable Security and Privacy Body of Knowledge*, National Science Foundation, EAGER, \$194,439.00 FUNDED

Cherukuri, H., Martin, F., Thomas, M., Dutta, D. (2015-2018). [Co-Principal Investigator]. *Enhancing Engineering Education through Instructional Design, Culturally Responsive Teaching and Writing Pedagogies*, USIEF, \$189,685 NOT FUNDED

Martin, F., Vetter, R., Griffin, A., Shaw, J. (2013-2017). [Principal Investigator]. *Developing Mobile-Based, Inquiry-Based, Location-Based Earth and Environmental Science) Curriculum*, Institute of Education Sciences, \$1.4 million NOT FUNDED

Martin, F., & Parker, M. (2014-2017). [Principal Investigator]. *Using Learning Analytics to Predict Student Success in Online Learning*, Spencer Foundation (2014-2017), \$487,846 NOT FUNDED

Buehman, A., Friesen, O., Martin, F. & Gibson, J. [Co-Principal Investigator]. (2006-2009). *Digital Visual Literacy Grant*, National Science Foundation, Advanced Technology Education (ATE): \$600,000 FUNDED

### *State/local grants and contracts*

Martin, F., Ertzberger, Shore, R., Garrett-Dickers [Principal Investigator] (2015 - 2016). *Competently ready to work*, University of North Carolina General Administration: \$25,000. FUNDED

Martin, F., Thomas, M., Wilkins, P. [Principal Investigator] (2014 - 2015). *Building Measurable Quality into a Fully Online Master's Program*. University of North Carolina General Administration: \$25,000. NOT FUNDED

Gonzalez, P., Martin, F., Galbraith, J. [Principal Investigator] (2013 - 2014). *Re-design of SPN 101*, University of North Carolina General Administration: \$25,000. FUNDED

### *University faculty development grants funded*

Martin, F. [Principal Investigator] (2015-2016). *Competencies for Effective Online Instructors, Faculty Research Grant*, University of North Carolina Charlotte: \$6000

Martin, F. [Principal Investigator] (2014-2015). *Quality Matters Course Design Grant*, Distance Education, University of North Carolina Charlotte: \$8000

- Martin, F. [Principal Investigator] (2014-2015). *Scholarship of Teaching and Learning Grant*, SOTL, University of North Carolina Charlotte: \$13,575
- Martin, F. [Principal Investigator] (2014). *Research Mini Grant*, Watson College of Education, University of North Carolina Wilmington: \$1500
- Martin, F. [Principal Investigator] (2013). *Grant to support Grant-Writing Efforts*, Provost's Office, University of North Carolina Wilmington: \$5400
- Martin, F. [Principal Investigator] (2013). *International Travel Grant*, Office of International Programs, University of North Carolina Wilmington: \$1000
- Martin, F. [Principal Investigator] (2013 - 2014). *Cahill Research Grant*, Office of Research Services, University of North Carolina Wilmington: \$3000
- Martin, F. [Principal Investigator] (2012). *Development of a Mobile Learning Course, Summer Pedagogical Grant*, Center for Teaching Excellence, University of North Carolina Wilmington: \$4500
- Martin, F. [Principal Investigator] (2012). *International Travel Grant*, Office of International Programs, University of North Carolina Wilmington: \$1000
- Martin, F. & Pastore, R. [Principal Investigator] (2012). *Mobile Learning Grant*, Center for Teaching Excellence, University of North Carolina Wilmington: \$6948
- Martin, F. [Principal Investigator] (2010). *International Travel Grant*, Office of International Programs, University of North Carolina Wilmington: \$1000
- Martin, F. [Principal Investigator] (2009). *Research Mini Grant*, Watson College of Education, University of North Carolina Wilmington: \$1500
- Martin, F. [Principal Investigator] (2009). *Online Course Design Grant*, Watson College of Education, University of North Carolina Wilmington: \$10,000
- Martin, F. [Principal Investigator] (2008). *PSLC Conference Grant*, Watson College of Education, University of North Carolina Wilmington: \$980
- Martin, F. [Principal Investigator] (2007). *Course Design Mini Grant*, Watson College of Education, University of North Carolina Wilmington: \$2,000

#### APPLICATIONS USED

<i>Interactive Course Design</i>	<i>Graphic Design</i>	<i>Course delivery Systems</i>	<i>Other Applications</i>
Adobe Flash	Adobe Photoshop	Blackboard Technology	Adaptive Software
Macromedia Director	Adobe Illustrator	CLI Virtuoso	(Zoom text, Jaws, Text
Macromedia Authorware	Adobe Indesign	Intel Learning Network	Bridge, Read Please)
Adobe Dreamweaver	Microsoft Publisher	Sakai/ Moodle	I Movie/Windows
Adobe Captivate	Microsoft Visio	Taskstream	Movie Maker
Camtasia	Scribus	Synchronous Systems	MS Office 2010
Articulate Studio/Storyline	PaintNet	(Elluminate, Horizon	SPSS
Lectora inspire/ Snap	GIMP	Wimba, Webex, Adobe	Microsoft Project
iBook Author/Sigil/Calibre		Connect)	Microsoft Access
Audacity			

## **SERVICE/ OUTREACH/ ENGAGEMENT**

### **Service to the University**

#### *UNC Charlotte*

##### To the University

2016- Faculty Scholarship of Teaching and Learning Grants Committee  
2015- ITS Advisory Committee  
2014- Member, Academic Credit Hour Working Group, UNC Charlotte

##### To the College

2016 - Member, ITAC committee  
2016 - Member, CAEP Committee  
2016 - Member, College Annual Teaching Award Committee  
2015 - Member, Readmission Committee for Graduate Students  
2015 - Member, Faculty Diversity Award Committee  
2014 - Member, Recruitment Task Force, College of Education

##### To the Department

2014- Program Director, Instructional Systems Technology, Department of Educational Leadership  
2015 - Committee Member, Legacy for Leadership Award

#### *UNC Wilmington*

##### To the University

2013 - 2014 Member, Learning Analytics Initiative  
2013 - 2014 Member, Faculty Roles, Responsibilities and Rewards  
2012 - 2012 Member, Fullbright Application Reviewer  
2012 - 2012 Member, Evaluation Committee, Subcommittee of Faculty Senate  
2010 - 2014 President, International Faculty and Staff Organization  
2010 - 2014 Department Liaison, Office of International Programs  
2009 - 2010 Member, University Advancement Committee  
2008 - 2008 Member, Faculty Instructional Support ITSD Search  
2010 - 2010 Member, Office of E-learning Search

##### To the Watson College of Education, UNCW

2013-2014 Member, Assessment and Accreditation Committee  
2008-2009 Member, Technology Council Committee  
2009-2014 Member, EDN 303 Instructional Technology Course Committee  
2009-2011 Member, International Committee  
2007-2009 Chair, EDN 303 Instructional Technology Course Committee  
2009-2010 Member, Faculty Search Committee  
2007-2008 Member, Diversity Committee

2007-2008 Member, Faculty Search Committee  
To the Instructional Technology Program/Department of ITFSE, UNCW

2012-2014 Program Coordinator, Instructional Technology  
2012-2014 Chair, MIT Student Recruitment Committee  
2012-2014 Chair, MIT Program Evaluation Committee  
2012-2014 Chair, MIT Student Admission Committee  
2009-2014 Member, MIT Design and Development Research Project Committees  
2007-2012 Member, MIT Student Recruitment Committee  
2007-2012 Member, MIT Program Evaluation Committee  
2007-2012 Member, MIT Student Admission Committee

### **Service to the Profession**

#### *Editorial service*

2013 - Manuscript Reviewer, Computers and Education  
2011 - Manuscript Reviewer, Journal of Engineering Education  
2009 - Manuscript Reviewer, Journal of Online Learning and Teaching  
2007 - Manuscript Reviewer, Educational Technology and Society  
2008 - 2009 Manuscript Reviewer, Journal of Information Technology Education  
2009 - 2009 Grant Proposal Reviewer, The Standard Research Grants Program of the Social Sciences and Humanities Research Council of Canada  
2004 - Conference Proposals Reviewer, Association for Educational Communications and Technology: Multimedia Production and International Division  
2013 - 2013 American Educational Research Association, SIG IT Award Reviewer  
2008 - 2008 Conference Proposals Reviewer, American Educational Research Association: Division C: Learning and Instruction and SIG: Instructional Technology

#### *Professional leadership positions*

2013 - 2014 Past-President, Multimedia Production Division, Association for Educational Communications and Technology, Coordinated the Immersive Learning Awards  
2012 -2013 President, Multimedia Production Division, Association for Educational Communications and Technology  
2011- 2012 President Elect and Conference Planner, Multimedia Production Division, Association for Educational Communications and Technology

#### *Professional consultation*

2013 - 2013 Viridis Learning  
Elearning Consultant, Designed and developed web based modules using Adobe Captivate for construction workers. Content analysis of 12 modules on energy management and controls.  
2012-2013 Shoolini University  
Online Learning Expert, Conducted workshops for faculty and deans on online learning. Provided guidance in the strategic planning initiative of online education. Designed and developed online modules using Articulate to train faculty to teach online.  
2012 - 2012 NEXT Grant, Arizona State University



Elearning Consultant, Designed and developed online professional development for teachers using Articulate. Integrated the online modules into the Moodle Learning Management System.

- 2007- 2007      University of Phoenix  
Instructional Design Consultant, Designed and developed courses in MBA and MS in Accounting. Provided instructional design guidance and support to the curriculum development managers. Worked with subject matter experts in the effective design of the courses.
- 2006 – 2007      Maricopa Community College District  
Instructional Design Consultant, Worked with subject matter experts (SMEs) for curriculum design in different content areas. Assisted in the creation of the training workshops for the Sakai eLearning system. Performed user acceptance testing for the learning platforms.
- 2006 - 2006      Intel Corporation  
Training Consultant, Designed and developed web based training with detailed demonstrations and simulations for the PTO central project management tool training for project managers using Adobe Captivate.

### **Service to the Community and Practitioners**

#### *Community leadership positions*

- 2012-2012      International Advisory Board Member, Blended Synchronicity, Australia  
2011- 2012      Curriculum Board Committee, Cape Fear Center for Inquiry Charter School  
2011- 2012      Board of Directors, Cape Fear Center for Inquiry Charter School  
2008 - 2008      Portfolio Reviewer, Isaac Bear High School Digital Literacy Portfolio

#### *Workshops and presentations*

- Martin, F. (2015, July). *Topic Analysis and Identification of Topic Objectives for Usable Security Curriculum, SOUPS, Ottawa, Canada*
- Martin, F. (2014, March). *Strategies for flipping your classroom*. Watson College of Education Student Interns, UNCW.
- Martin, F. (2013, July). *What is Online Learning?* Shoolini University.
- Martin, F. (2012, September). *Eportfolios for Student Development and Assessment*. Center for Teaching Excellence, UNCW.
- Martin, F. (2012, April). *Getting to know India*. Osher Lifelong Learning Institute, UNCW
- Martin, F. (2010, June). *Technology Trends*, Ashram Public School, Kakinada, India.
- Moallem, M., Martin, F., Kate, D., & Pemberton, A. (2010, April). *Design and Development of elearning*. WITX Technology Showcase, Computer Information Systems, UNCW.
- Martin, F. (2010, February). *Best Practices to teach in Virtual Classroom*. Office of Elearning, UNCW
- Martin, F. (2009, February). *Horizon Wimba Virtual Classrooms Esession*, Office of Elearning, UNCW
- Chen, S.J., Martin, F., Ritzhaupt, A. (2009, April). *Edutainment and Podcasting*. Interact Technology Showcase. University of North Carolina Wilmington.

- Martin, F. (2009, April). *International Session on INDIA*, Information Technology and Systems Division, UNCW
- Martin, F. (2009, March). *International trip to India*, Political studies, UNCW
- Baptista, S., Chen, S.J., Martin, F., & McLaren, Z. (2009, March). *Creating Podcasts Using Open Source Applications*, Society for Information Technology and Teacher Education
- Baptista, S., Chen, S.J., Martin, F., & Lanier, N. (2008, Sep – Nov). *Web 2.0 for faculty (Podcasting, Wikis and Blogs)*. Center for Teaching Excellence, University of North Carolina, Wilmington.
- Allred, B., Ertzberger, J. & Martin, F. (2008, October). *Web 2.0 for Teachers*. IIC Conference, University of North Carolina Wilmington.
- Martin, F. & Lanier, N. (2008, April). Multimedia Design and Development Course. Student Experiences at TLT Teaching and Learning with Technology Conference. WSE Diversity Showcase. University of North Carolina Wilmington.
- Chen, S.J., Martin, F., Lanier, N., & McDowell, N. (2008, April). Web 2.0 for E-learning. Interact Technology Showcase. University of North Carolina Wilmington.
- Martin, F. & Friesen, O. (2008, January). Digital Visual Literacy Workshop. Learning Day at Glendale Community College.
- Gibson, J., Friesen, O., Martin, F. Buehman, A. (2007, November). Digital Visual Literacy Dialog Day. Maricopa Community College District.

#### **HONORS AND AWARDS**

- Crystal Award, Winner, Association for Educational Communications Technology, Division of Distance Learning (DDL) 2015 - Recognizes innovative and outstanding multimedia-based distance learning courses and distance learning projects
- Excellence in Elearning Award Nominee, University of North Carolina Wilmington, 2013 and 2014
- Bruce N. Chaloux Award for Early Career Excellence in Online Education Nominee, Sloan Consortium, 2014
- Anglo Indian School Leaving Certificate State Award – 1994

#### **PROFESSIONAL MEMBERSHIPS**

- 2014 - International Society for Performance Improvement (ISPI), Charlotte Chapter
- 2014 - American Society of Training and Development, Charlotte Chapter
- 2014 - Online Learning Consortium (Sloan-C)
- 2008 - 2009 American Education Research Association (AERA), SIG Instructional Tech
- 2008 - 2009 International Society for Performance Improvement
- 2003 - Association for Educational Technology and Communications (AECT)
- 2003 - Elearning Guild